Request For Proposal No. RFP04458

Next Generation Common Core
Interim Benchmark Assessment System:
English Language Arts and Mathematics

Submittal Deadline:

Date: May 16, 2014

Time: 10:00 a.m.

Instructions
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Next Generation Common Core
Interim Benchmark Assessment System:
English Language Arts and Mathematics

PROPOSAL CERTIFICATION FORM

TO: Diane Navarro, Contracting Services Manager

The undersigned provider hereby certifies as follows:

1. That he/she has read the Seattle School District's Request for Proposal No. RFP04458 and the following Addenda and to the best of his/her knowledge has complied with the mandatory requirements stated herein:

<table>
<thead>
<tr>
<th>Addendum Number</th>
<th>Issue Date</th>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

2. That he/she has had the opportunity to ask questions regarding the Request for Proposal, and that if such questions have been asked, they have been answered by the District.

3. That the proposer's response is valid for 90 days.

Dated at _______________, this ___________ ______ of _________________ 2014.

________________________________  ________________________________
(Signature)  (Title)

________________________________  ________________________________
(Print Name)  (Email Address)

________________________________  ________________________________
(Company Name)  (Telephone Number)

________________________________  ________________________________
(Address)  (Fax Number)

________________________________  ________________________________
(City)  (UBI Number)

________________________________
(State)

________________________________
(Zip)

Page 3 of 14
I. Introduction

Seattle Public Schools (the District) is requesting proposals from companies interested in providing materials and support for a pilot of next generation interim benchmark assessment tools in mathematics and English Language Arts (ELA) aligned to Common Core State Standards (CCSS). The District desires to implement assessment tools that yield valuable student data and information to assist schools with instructional planning and preparing students for summative CCSS-aligned Smarter Balanced assessments to be administered beginning in the spring of 2015. The scale of pilot has not been determined and may range from between 20 and 45 schools depending on vendor costs and the District’s capacity to adequately support the pilot.

This Request for Proposal describes the selection process and the documentation required for submitting proposals for this project. Any firm failing to submit their proposal in accordance with the procedures set forth in the Request for Proposal may be considered non-responsive.

The selection of the firms for these services will proceed in the following manner:

- Proposals shall be received by Seattle Public Schools no later than May 16, 2014 at 10:00 a.m.
- An evaluation by the Selection Committee will follow, and a short-list of qualified firms will be determined.
- In order to select the best proposal, interviews may be conducted with the short-listed firms in accordance with a schedule to be determined by the Selection Committee.
- Vendors selected as finalists will be expected to provide a live demonstration of their product either remotely via the Internet (or) on-site at the John Stanford Center for Educational Excellence at a time and a date determined by the District. The District reserves the right to reject any vendor who is unable to comply with the District’s request for a live demonstration.
- The District reserves the right to seek clarifications about the proposals.
- The District may award a contract based solely on the written proposals and the product demonstrations. However, the District may elect to engage in negotiations with a selected short list of Vendors, in order to improve the proposals and obtain the best contract(s) for the District.
- The District reserves the right to request post-proposal modifications, including best and final offers and considerations.
- The final selection will be based upon the criteria set forth below. The District reserves the right to negotiate with the successful firm on pricing and scheduling.
Please note that the District will select the successful firm based on the best interests of the District, all factors considered. The District reserves the right to reject any or all proposals, waive minor irregularities, and make the award in its best interest.

Interested firms are encouraged to attend a pre-proposal conference at which the particulars of the project, the consultant selection process, schedule, and the elements of the contract will be discussed.

All information shall be submitted at the dates and dates indicated herein to:

<table>
<thead>
<tr>
<th>Diane Navarro</th>
<th>Diane Navarro</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Contracting Services Manager</td>
<td>Contracting Services Manager</td>
</tr>
<tr>
<td>Federal Express:</td>
<td>Contracting Services</td>
</tr>
<tr>
<td>Mail: Contracting Services</td>
<td>United Parcel:</td>
</tr>
<tr>
<td>Seattle Public Schools</td>
<td>In-person delivery:</td>
</tr>
<tr>
<td>MS 22-337</td>
<td></td>
</tr>
<tr>
<td>PO Box 34165</td>
<td></td>
</tr>
<tr>
<td>Seattle, WA 98124-1165</td>
<td></td>
</tr>
<tr>
<td>Telephone No.: (206) 252-0566</td>
<td></td>
</tr>
<tr>
<td>Fax No.: (206) 743-3018</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:contractingservices@seattleschools.org">contractingservices@seattleschools.org</a></td>
<td></td>
</tr>
</tbody>
</table>

Proposals must be submitted in a sealed package or box with the Request for Proposal Number RFP04458, deadline date and time included on the bottom left-hand corner of the response, along with the firm’s name and address.

**LAST DAY FOR QUESTIONS:** May 7, 2014 at 2:00 p.m.

All questions must be submitted in writing by either fax or email and addressed to the above. The District will consider no telephone inquiries (with the exception of requests to view documents) regarding the Request for Proposal, and will consider no in-person inquiries except at the interview for those firms making the short-list.

**In the event that a firm attempts to contact any official, employee, or District representative in any manner contrary to the above requirements, said firm may be disqualified for further consideration.**

This prohibition does not apply to:

- Telephone calls to the District to request copies of this proposal, to confirm attendance, or request directions relative to an interview notification received from the District.
- Delivery of written questions about the proposal.
- Discussion at the interview.
- Delivery of the firm’s proposal.

**II. Background**

Seattle Public Schools is a district that serves approximately 51,000 students in 93 schools. The district serves a diverse student population. There are over 100 languages spoken with 24% of students having a non-English speaking background. 42% percent of students receive free or reduced-price lunch and approximately 15% receive special education services.
The District has made gains in increasing the percentage of students meeting or exceeding standard in reading and mathematics on the Washington State Measurements of Student Progress (MSP) in grades 3 to 8. The District believes its improvement is due in part to improving practices in standards-based planning, and the use of standards-aligned interim assessments to support data-driven instruction. In 2012-13 and 2013-14 approximately a third of District schools instituted a system of interim benchmark assessments aligned to Washington State standards. A few of schools developed their own assessments (using an item bank) whereas most implemented a series of pre-built benchmark assessments developed by the state educational agency. These schools tended to institute stronger instructional planning and collaborative data analysis practices that often contributed to significant gains in achievement.

Due to the shift to Common Core State Standards (CCSS) and the upcoming Smarter Balanced assessment system in 2014-15 the District is looking to provide support to schools seeking to continue using interim benchmark assessments.

The District is interested in piloting a system of CCSS aligned benchmark assessments in which all students in pilot schools take a series of 3 to 6 interim assessments that have been custom configured to the District curriculum pacing guide, and which generate data reports that include strand/domain level results (aligned to Smarter Balanced) and item-detail (or standards-specific) data results, including embedded distractor rationales (for multiple-choice items) to help analyze student misconceptions.

III. Project Information

A cross-departmental team including representatives from Curriculum & Instruction, and also Research, Evaluation, & Assessment will convene to review proposals for a pilot interim benchmarks assessment system. The District hopes this review will conclude with a recommendation to the Superintendent for the purchase and implementation of a system to pilot in 2014-15.

The term of this contract is expected to be from July 2014 to September 2015, with the possibility of two additional, 1-year extensions at the District’s option.

The successful vendor will:

- Demonstrate the capacity to provide materials and implementation support to district coaches, principals and teachers.

- Offer a product that offers the following essential features of a next generation interim benchmark assessments system:
  - Computer-based series of grade-level interim benchmark assessments available for grades 3rd through 8th. (Grades 9th-11th desirable but not essential.)
  - Simple and intuitive end-user functionality to support ease-of-use and efficient administration of assessments and accessibility of data reports
  - Test items fully aligned to Common Core State Standards in Math and English language arts/literacy
  - Benchmarks assessments must anticipate the design of next generation Smarter Balanced assessments by including, for example:
    - Full range of depth-of-knowledge (DOK 1-4) levels
    - Substantial use of informational text passages
    - Technology enhanced items
Flexible configuration or sequencing of interim benchmark assessments to match local curriculum pacing guide

Web-based accessible data reports that include both item-level detail for standards-specific analysis as well as strand/domain-level summary results (aligned to Smarter Balanced reporting domains)

- Offer a product that offers the following desirable features of a next generation interim benchmark assessments system:
  - Multiple choice items include distractor rationales to analyze misconceptions
  - Constructed response items included with scoring rubrics for local scoring
  - Access to open test item bank for local creation of formative assessments
  - Sample “performance tasks” similar to future Smarter Balanced performance tasks

The following are deliverables that the District expects from the successful vendor:

- Providing a computer-based interim assessment system and web-based data reporting platform.
- Providing initial use training for District coaches, principals and teachers.
- Providing ongoing support for integrating technology components with District servers if needed.
- Providing on-demand technical support following initial use training.

**Following are System Requirements that the District expects from the successful vendor for the technology part of the proposal:**

<table>
<thead>
<tr>
<th>1.0</th>
<th><strong>End User Features</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Web-based features accessible from any Internet Connection</td>
</tr>
<tr>
<td>1.2</td>
<td>Simultaneous sessions available</td>
</tr>
<tr>
<td>1.3</td>
<td>Ability to create custom reports for the District</td>
</tr>
<tr>
<td>1.4</td>
<td>Ability to export data to excel</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2.0</th>
<th><strong>Technology Requirements</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>If run in-house, must be compatible with Windows 2008 or 2012 R2, SQL Server 2008/2012, and .NET environment. What are the RAM, Hard Drive and Memory requirements of a self-hosted server? Can it be run on a VMWare host? Utilizes web browser/intranet architecture compatible with current SPS standards (Internet Explorer version 8, Firefox 19) Client OS requirements (windows 7, Mac 10.6.5, etc). Please identify the client requirements (RAM, hard drive space, etc) The application can support at least 600 concurrent users with no visible impact on performance The application does not place undisclosed cookies on District desktops</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3.0</th>
<th><strong>Host Infrastructure - Hosted Application</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Acceptable Server Capacity and response time (throughput measured by remote user)</td>
</tr>
</tbody>
</table>
3.2 24x7 Availability (Datacenter staffed/monitored for issues)
3.3 Acceptable reliability of network connections (redundancy helps)
3.4 Acceptable Data Center reliability (power, HVAC, etc. backup)
3.5 Acceptable Response time for incidents/failures (1 hour is common)
3.6 Acceptable physical security at hosted site
3.7 Method of client/end user deployment (Web based client, MSI, Mac package installer)
3.8 Client installation requirements (Java, .net, flash, Silverlight, etc)
3.9 Required bandwidth per simultaneous user

4.0 Data Security-Vendor Hosted

- Data Ownership (data belongs to District, not vendor)
- Data separation (from their other clients) on dedicated server with dedicated DB
- Firewalls in place
- Off-site data backup and disaster recovery plan – restores both at the DB level or the object level
- Intrusion detection system
- Approved secure method of data file transfer (by District)

IV. Selection Process

A. Schedule

<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>Selection Process</th>
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<tbody>
<tr>
<td>Date</td>
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</tr>
<tr>
<td>April 28, 2014</td>
<td>Advertisement for Request for Proposal published. (First Notice)</td>
</tr>
<tr>
<td>May 5, 2014</td>
<td>Advertisement for Request for Proposal published. (Second Notice)</td>
</tr>
<tr>
<td>May 7, 2014</td>
<td>Last day for questions from proposers at 2:00 p.m.</td>
</tr>
<tr>
<td><strong>May 16, 2014</strong></td>
<td><strong>Request for proposal due at 10:00 a.m.</strong></td>
</tr>
<tr>
<td>Approx. week of May 19, 2014</td>
<td>Initial Screening, with a short list of vendors selected as finalist (anticipated)</td>
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<tr>
<td>Approx. the week of June 2, 2014</td>
<td>Finalists provide live, on-site demonstrations at the District (anticipated)</td>
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<tr>
<td>Approx. June 9, 2014</td>
<td>Vendor Selection (anticipated)</td>
</tr>
<tr>
<td>July 1, 2014</td>
<td>Work Begins (anticipated)</td>
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B. Method of Selection

1. An initial screening of the proposals will be conducted based on the criteria set forth below. Proposals that do not meet the criteria will not be considered further.

2. The District reserves the right to select a single vendor for award of a contract based solely on the written proposals, and not to enter into any further discussions or
negotiations.

3. The District reserves the option to meet with two or more Vendors and conduct negotiations based on the proposals in order to select the best proposal(s), all factors considered. As part of such negotiations, the District may require key personnel to be assigned to the contract to be present, and to discuss the firm’s approach to managing the project based on their understanding of the project.

The District will select the successful firm based on the best interests of the District, all factors considered.

The following selection criteria will be the basis for firm selection:

<table>
<thead>
<tr>
<th>QUALIFICATIONS – 80%</th>
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<tbody>
<tr>
<td>Product design (features/functionality), including assessment and data report quality, and ease of use</td>
<td>40 points</td>
</tr>
<tr>
<td>Implementation approach – including technology/IT and data integration, initial use training, PD or other support offerings, implementation timeline, Technical Support, availability and capacity</td>
<td>20 points</td>
</tr>
<tr>
<td>References - preferably from large (over 20,000 students) school districts</td>
<td>10 points</td>
</tr>
<tr>
<td>Contract Willingness to accept the District’s terms and conditions as noted in the Standard Form of Contract</td>
<td>10 points</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PRICE OF SERVICES – 20%</th>
<th></th>
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C. Notifications

The District will provide timely notifications to firms responding to this Request for Proposal.

D. Seattle Schools Rights to Reject

The District reserves the right to reject any and all proposals and re-advertise the project at any time prior to final approval of the contract. All costs incurred in the preparation of the Request for Proposal process shall be borne by the proposing firm. Proposals submitted in response to this Request for Proposal shall become the property of the District and be considered public documents under applicable Washington State laws.

E. Procedures Requirements
Any firm failing to submit information in accordance with the procedures set forth herein may be considered non-responsive.

V. **Submittal Requirements**

A. The submittal requirements shall be as follows:

- The proposing firm, joint venture or other form of association (“firm”) shall submit six (6) hard copies and one (1) electronic copy (via CD or USB flash) of their proposal for the project. Each hard copy shall be provided in a white 3-ring, loose leaf, one-and-one half inch (1”) binder with the firm name and the Request for Proposal name and number on both the cover and spine.
  - The Proposal document shall be limited to a maximum of thirty (30) pages (8 ½” x 11”), single sided, not smaller than 12 point type.
  - The cover letter, table of contents, and tabs do not count toward the page limits.
  - Project cut sheets, including photos, are included in the page limits. Submittals exceeding the page limits may be considered non-responsive.

Please Note: In preparing the firm’s Proposal, the proposing firm shall clearly identify the designated person of record responsible for the referenced project. If proposed served as a sub-consultant for a referenced project, the proposing firm shall clearly identify its role. If the proposing firm is representing an individual’s experience while employed at another firm, the firm of record for the project and the individual’s role shall be clearly identified.

B. **Content of Proposal**

1. Signed Proposal Certification Form (page 3 of this RFP). (This does not count towards the page limit.)

2. **Table of Contents** (maximum 1 page).

3. Separate section with a tab: **Executive Summary.** Provide a summary highlighting the firm’s qualifications and expertise to provide the services requested in the Request for Proposal.

4. Separate section with a tab: **Company Profile.**

   - Identification of firm (or firms, if a joint venture or association) including address, telephone number, and date firm(s) were established.
   - Areas of specialization of the firm(s).
   - Provide total size and breakdown of firm personnel by category.
5. Separate section with a tab: **Team Organization.**
   - Explain your proposed team organization, roles and responsibilities, and personnel qualifications.
   - **Organization:** Provide an organization chart for the team indicating principal, project manager, other sub-consultants, etc. Give a brief description of the roles of the personnel on the team listing the firm by which they are employed.

6. Separate section with a tab: **Experience.**
   - In narrative form, briefly discuss each of the individual key team members’ relevant professional experience, registration, and education. Address experience related to this Project.

7. Separate section with a tab: **Product Design/Features.**
   - Describe the design and functionality of the product including assessment design, data reporting, and ease of use for administrators, teacher, and students.

8. Separate section with a tab: **Implementation Approach.**
   - Discuss the approach your firm would use in undertaking this work. Include project milestones, including any technology/IT specifications, and data integration, initial use training, and implementation timeline for project deliverables.

9. Separate section with a tab: **Technical Support.**
   - Describe technical support (program content, connectivity, data interfaces, hardware and software.)
   - Describe initial-use training for appropriate for central office staff, teachers and administrators.
   - Describe ongoing technical support for users in person or online.

10. Separate section with a tab: **Availability and Capacity.**
    - Briefly discuss the availability of all key personnel for the scheduled time frame of the proposed project, and identify their proposed location during provision of the requested services. Additionally, discuss the capacity of the proposed team, as a whole, to accomplish the work.

11. Separate section with a sub tab: **References.**
    - Provide two (2) references that include the client’s name, address, email address, and telephone numbers.

12. Separate section with a tab: **Price.**
• Provide a narrative which discusses the pricing information, including the cost for materials, software or student licenses (if applicable), training or professional development and total amounts based on estimated quantities listed below.

• Complete the Vendor Pricing Form, shown as Attachment 2 to the RFP. Provide pricing based on the following estimated number of schools and students for years 1, 2 and 3:

<table>
<thead>
<tr>
<th>Year 1</th>
<th># Schools</th>
<th># Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary</td>
<td>25</td>
<td>5000</td>
</tr>
<tr>
<td>Middle</td>
<td>5</td>
<td>4000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>30</strong></td>
<td><strong>9000</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2</th>
<th># Schools</th>
<th># Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary</td>
<td>50</td>
<td>10000</td>
</tr>
<tr>
<td>Middle</td>
<td>10</td>
<td>8000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
<td><strong>18000</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3</th>
<th># Schools</th>
<th># Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary</td>
<td>70</td>
<td>14000</td>
</tr>
<tr>
<td>Middle</td>
<td>10</td>
<td>8000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>22000</strong></td>
</tr>
</tbody>
</table>

13. Separate section with a tab: Terms and Conditions.
Include any comments or proposed changes to the District’s standard form of contract.

VI. Contract and Contracting Provisions

A. Standard Form of Contract

The District’s standard form of contract is included as Attachment 1. The proposal should include any comments or requested changes. **Please note: the District reserves the right to reject any firm that is not willing to accept the District’s terms and conditions as noted in the standard form of contract.**

B. Contract Period

The Contract period will have an initial term of one (1) year, effective July 1, 2014 and through September 30, 2015, subject to the renewal options shown below.

C. Contract Extension
The successful provider and the District agree that this proposal may, with the mutual consent of the provider and the District, shall have the option for two, 1-year contract extensions under the same terms and conditions.

D. Protest Procedures

1. Any actual or prospective Vendor who is aggrieved in connection with the solicitation or award of this contract may protest to the District in accordance with the procedures set forth herein. Protests based on the terms in this Request for Proposal, which are apparent prior to the date established for submitting the proposal must be received seven (7) days prior to the submittal deadline. Protests based on other events must be received within three (3) working days after the aggrieved person knows, or should have known, of the facts and circumstances upon which the protest is based; provided, however, that in no event shall a protest be considered if all proposals are rejected or if the protest is received after the award for this contract.

2. In order to be considered, a protest shall be in writing and shall include: the name and address of the aggrieved person; the contract title under which the protest is submitted; a detailed description of the specific grounds for protest and any supporting documentation; and the specific ruling or relief requested. The written protest shall be addressed and delivered to:

   Kenneth Gotsch
   Assistant Superintendent for Business and Finance
   Seattle Public Schools
   Mail Stop 33-300
   PO Box 34165
   Seattle, WA 98124-1165

   or delivered to:
   Kenneth Gotsch
   Assistant Superintendent for Business and Finance
   Mail Stop 33-300
   Seattle Public Schools
   2445 Third Avenue South
   Seattle, WA 98134

   And shall be labeled: “Protest”

3. Upon receipt of a written protest, the District shall promptly consider the protest. The District may give notice of the protest and its basis to other persons, including Vendors involved in or affected by the protest; such other persons may be given an opportunity to submit their views and relevant information. If the protest is not resolved by mutual agreement of the aggrieved person and the District, the District will promptly issue a decision in writing stating the reasons for the action taken. A copy of the decision
shall be mailed by certified mail, return receipt requested, or otherwise promptly furnished to the aggrieved person and any other interested parties. The District’s decision may be appealed to the Superintendent by written notice together with all supportive evidence, received at the address set forth in paragraph 2, not more than two (2) working days after receipt of the decision. The Superintendent’s decision shall be final and conclusive.

4. Strict compliance with the protest procedures set forth herein is essential in furtherance of the public interest. Any aggrieved party that fails to comply strictly with these protest procedures is deemed, by such failure, to have waived and relinquished forever any right or claim with respect to alleged irregularities in connection with the solicitation or award. No person or party may pursue any action in court challenging the solicitation or award of this contract without first exhausting the administrative procedures specified herein and receiving the District’s final decision.

5. Any Vendor submitting a proposal shall be deemed to have accepted these procedures.

End of Request for Proposal

Attachment 1: Standard Form of Contract
Attachment 2: Vendor Pricing Form